CLAIMS

What is claimed is:

1   1.   A system for providing discretionary viewing control in displaying data,

2   comprising:

3   a display for displaying data, the display comprising a plurality of pixels; and

4   an integrated circuit in connection with said display for processing said data,

5   said data including at least first and second portions of data that are

6   linked together, the first portion including payload data and the second portion including

7   metadata,

8   said payload data providing content to each pixel of the plurality of

9   pixels at the display independently and said metadata has a value selected from a predefined set

10 of values and identifies each pixel at the display independently;

11   whereby the processable pixels at the display are classified according to a

12 particular metadata value selected from the predefined set of values.

1   2.   The system claim 1, wherein the integrated circuit comprises a filter for

2   one of blocking and obscuring the content of each of the plurality of pixels that has a metadata

3   value that exceeds a discretionary threshold value without preventing the display of the content of

4   the plurality of pixels that does not have a metadata value that exceeds the discretionary threshold

5   value.

1   3.   A method for providing discretionary viewing control in displaying data,

2 comprising:

3   providing a display comprising a plurality of pixels;

4   receiving data;

5   said received data including at least first and second portions of data that

6 are linked together, the first portion including payload data and the second portion including

7 metadata,

8   said payload data providing content to each pixel of the plurality of

9 pixels at the display independently, and said metadata identifying each respective pixel at the

10 display independently, said identifying comprising classifying each respective pixel according

11 to a metadata value selected from a predefined set of values;

12   supplying said received data to an integrated circuit in connection with the

13 display; and

14   processing the content for each respective pixel based on the identification of

15 each respective pixel.

1   4.   The method of claim 3, further comprising one of blocking and obscuring

2 the content of each of the plurality of pixels that has a metadata value exceeding a discretionary

3 threshold value, and displaying the content of the remaining plurality of pixels that are not

4 blocked or obscured.

1   5.   The method of claim 3, wherein the display is a display on a wireless

2   terminal, and the step of supplying data to the display comprises supplying said data to the display

3   on the wireless terminal.

1   6.   A method for metering visibility of an advertisement, comprising:

2   providing a display with a plurality of pixels;

3   receiving data,

4   said received data including at least first and second portions of data that

5   are linked together, the first portion including payload data and the second portion including

6   metadata,

7   said payload data providing content to each of the plurality of pixels of

8   the display independently, and said metadata identifying each respective pixel of the display

9   independently, said identifying comprising classifying each respective pixel according to a

10   particular metadata value selected from a predefined set of values;

11   supplying said received data to an integrated circuit in connection with the

12   display;

13   processing the content for each respective pixel based on the identification of

14   each respective pixel; and

15   periodically metering the number of pixels classified as advertisement by the

16   metadata.

1   7.   The method of claim 6, wherein the metering step comprises determining

2   an advertising fee to charge to the advertiser based on the metering of the displayed portion of the

3   advertisement.

1   8.   The method of claim 7, wherein the advertisement comprises a portion that

2   is not displayed, and the method further comprises charging the advertising fee based on the

3   metered number of pixels that display the pixels classified as the advertisement multiplied by the

4   length of time that the pixels classified as the advertisement are displayed without charging for the

5   portion of the advertisement that is not displayed.

1   9.   A method for providing an incentive to a player of a game, comprising;

2   providing a display having a plurality of pixels;

3   supplying data to an integrated circuit in connection with the display,

4   said data including at least first and second portions of data that are

5   linked together, the first portion including payload data and the second portion including

6   metadata,

7   said payload data providing content to each of the plurality of pixels of

8   the display independently, and said metadata identifying each respective pixel of the display

9   independently, said identifying comprising classifying each respective pixel according to a

10   metadata value selected from a predefined set of values;

11   processing the content for each respective pixel based on the identification of

12 each pixel;

13   opening a non-game item in response to a player activation of any of the pixels

14 specified belonging to a non-game class; and

15   awarding a reward to the player upon viewing the non-game item.

1   10. The method of claim 9, wherein the non-game item comprises an

2 advertisement.

1   11. The method of claim 10, wherein the step of awarding the reward

2 comprises increasing the reward awarded based on the total number of the pixels classified as the

3 advertisement as identified by the metadata.

1   12. The method of claim 10, wherein the step of awarding the reward

2 comprises increasing the reward awarded based on the length of time the pixels display the

3 advertisement as identified by the metadata.

1   13. The method of claim 9, wherein the game is a game played collaboratively

2 by at least two players on the Internet.

1   14. A data frame to be processed in an integrated circuit and displayed pixel-

2 wise, comprising:

3   at least first and second portions of data that are linked together, the first portion

4   including payload data and the second portion including metadata;

5   said payload data providing content to each pixel of a display independently, and

6   said metadata identifying each pixel of the display independently, said identifying comprising

7   classifying each pixel according to a metadata value selected from a predefined set of values.

1   15.   The data frame of claim 14, wherein the content comprises multiple

2   channels of content.